

IN THE SPECIFICATION

Page 1, lines 3,4 and 5 delete "Application Serial No.
," filed on " and insert - Issued Patent No.
5,850,520 issued on December 15, 1998--.

Page 1, line 7 delete "Receipt," pending." and insert
-- Receipt." --.

IN THE CLAIMS

For the convenience of the Examiner, all claims remaining in
this Application are reproduced below. Please amend the
claims as follows:

Please cancel Claims 1-6 without prejudice or disclaimer.

7. [The method of Claim 1, wherein the electronic
publication outputs an] A method for advertising in an
electronic publication, comprising:
creating an electronic publication which includes at least
one content item and at least one advertising item;
permitting a user to access the electronic publication;
and
presenting the advertising item to [a] the user of the
electronic publication after the passage of a predetermined
amount of time during which the electronic publication has
been in use.

8. [The method of Claim 1, wherein the electronic publication

outputs an] A method for customizing advertising in an electronic publication, comprising:

creating an electronic publication which includes a plurality of content items and at least one advertising item;
permitting a user to access the electronic publication;

and

presenting the advertising item to [a] the user of the electronic publication in response to the access of a specific content item.

Please cancel claims 9-23 without prejudice or disclaimer.

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